



AMIR SYED

Co-Founder & CEO of GO! Coaching
Chief Growth Officer of Lower.com



AmirSyed





*Real School Starts After **School** Ends*




AmirSyed

@GoCoaching.io | ©2024 Go Coaching

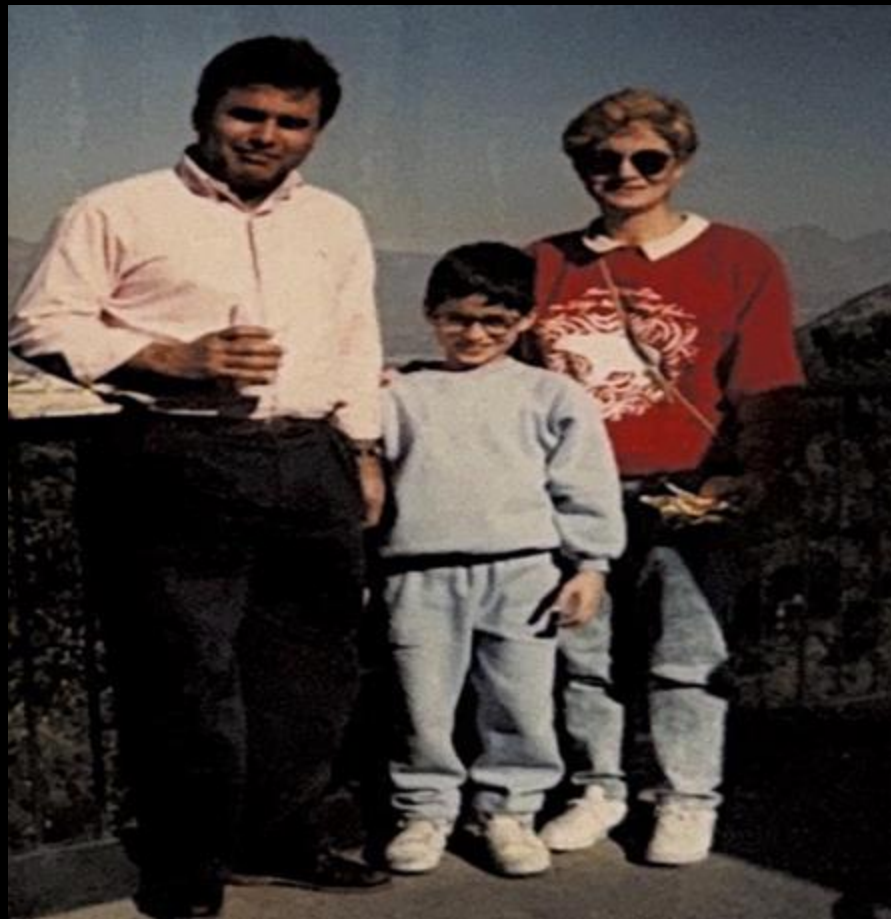
GO! COACHING™



 AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™





AGE 5
1st Home



AGE 8
2nd Home

AGE 10
3rd Home



AGE 12
4th Home



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

Cold-to-Sold, Unlocked



FORM 70 GX

SYED AMIR		M	
TEACHER	3 94/95	LEVEL	GO. CRED.
HAYNOR N	RDG EFF	008	P 5
SCHNEITE	TENNIS	138	P 5
*ADV-REARDON J		1-RPT	2-REV
990749	99	ASS. 0	TARGET 0 CR. TO DATE 10 CRED. 10

SYED AMIR		M	
TEACHER	1 95/96	LEVEL	GO. CRED.
GRANT J	ENGLISH	112	A 10
WEXLER J	ALGEBRA	112	F
WEISS L	W CLTRS	119	C 10
ARGYRIOU	SPANISH	113	C 10
LYNN N	MEDIA WK	118	B 5
SLEZAK E	TECH DRW	118	D 5
BEACH B	B KINWEL	118	B 5
*ADV-REARDON J		1-RPT	2-REV
990749	99	ASS. 2.0	TARGET 1 CR. TO DATE 55 CRED. 45



English is my **Second** Language



Sales is my **First** Language



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Sales **Saved** My Life



Marketing **Transformed** My Life



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Your Level of **Income** is
Directly Tied to
Three Things:



The *Value Inside* Yourself



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



The Ability to *Illustrate* Your Value to Others



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



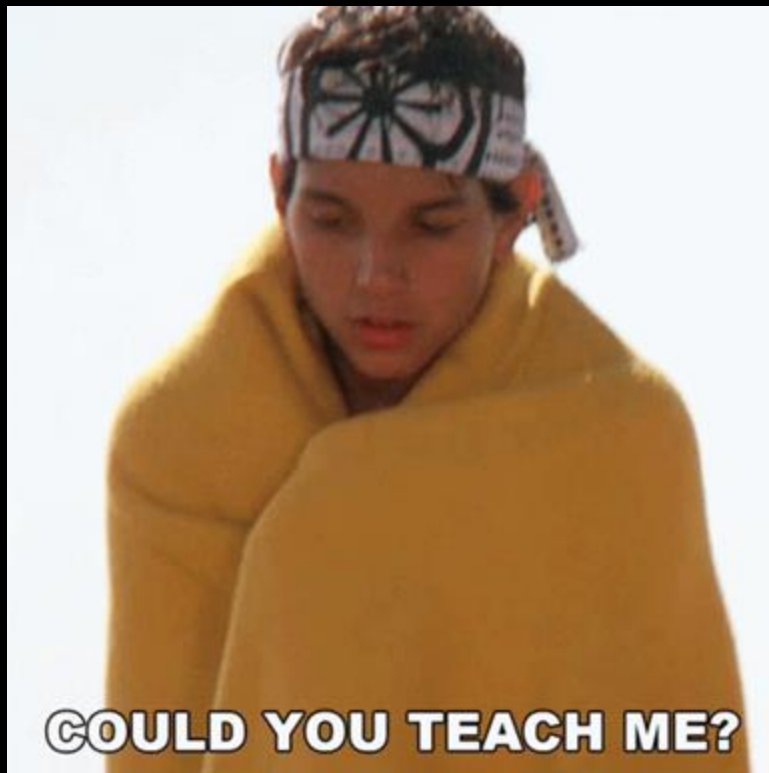
The Amount of People You *Ask* to *Experience* Your Value



1. Your **Value** Inside
2. Your **Value** Illustration
3. Your **Value** Invitation



To add value,
YOU *must be of* **Value**



COULD YOU TEACH ME?





You Must *First* Elevate Your Self-Identity



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Past > Present > Future



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Past Self-Identity

Defined by past experiences and memories

The past hold most people back

...too attached to who they were



AmirSyed



Present Self-Identity

Defined by **current habits and actions**

...too much on autopilot

The present puts **limitations** on most people



Future Self-Identity

Defined by **your vision and goals**

Pull your desired future self, today

Commit to acting like that person, **NOW**



Choose Your Identity **Wisely**



“I **am** a [\$20M] Realtor”



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Align the needed Standards



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



I **study** 1 hour daily

I **create** 5x content pieces weekly

I **meet and re-meet** 30 people weekly



AmirSyed



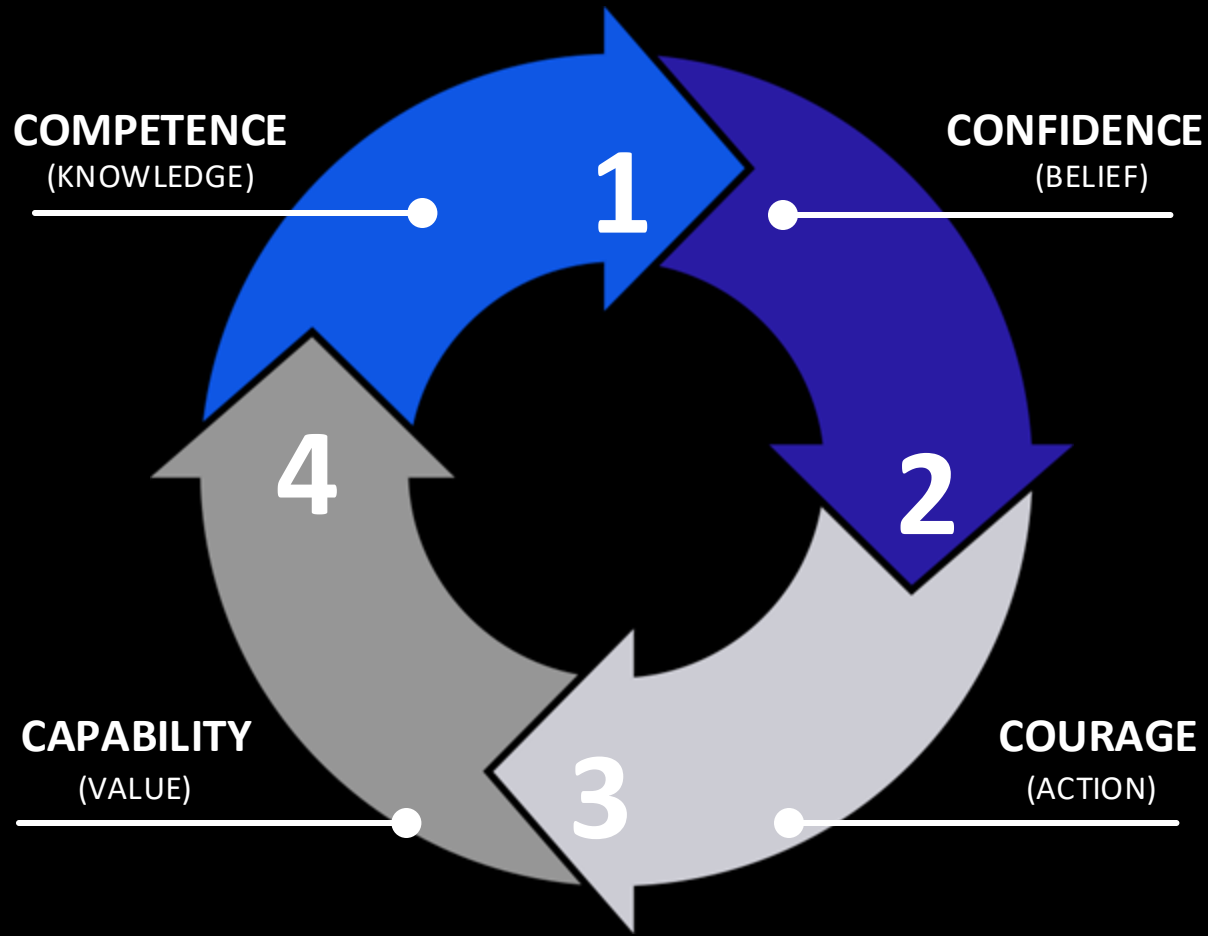
Inputs and Outputs



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™





None of this **Starts** Without:



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Commitment



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



None of This **Continues** Without:



Consistency



Your **Commitment** and **Consistency** is
your **Character**



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



As Your Value **Increases...**



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Your **Abilities** Increase



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Now That You Got the Ability...



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



It's Time to Get **Visibility**



EVERY Business

(YOUR Business)

Has Four Pillars

Marketing

Sales

Operations

Finance



Marketing

Softens
Sales

S

O

F



AmirSyed

@GoCoaching.io | ©2024 Go Coaching



M

Sales

Solidifies
Marketing

O

F



AmirSyed

@GoCoaching.io | ©2024 Go Coaching



M

S

Operations

Drives
Sales

F



M

S

O

Finance

Fuels
Marketing
Sales
Ops





Marketing and Sales



Presuasion & Persuasion



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™













AmirSyed





Marketing *presuades*



Sales *persuades*



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Marketing Promises



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Sales Proves



Market to **Many**...



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



...Sell to One



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



You Must **Speak** Both “Languages”



You Must Be...



AmirSyed

@GoCoaching.io | ©2024 Go Coaching


GO! COACHING™





BUY-lingual



 AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Generate **MORE** Leads than you can handle



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



More reps:
Quantity *over* Quality



In ALL Situations,
There are **Two** People:



Seller and Buyer



Needer and Wanter





YOU are the Buyer



You are **NOT** the Seller



YOU are the Wanters



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



You are **NOT** the Needer



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Buyers Choose



Sellers Convince



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Buyers Choose Whom *They* Work With



Sellers Convince Whoever Will Listen



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Buyers **Attract**



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Sellers Chase



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Buyers “Undersell” a LARGE Audience



Sellers **OVERSELL** a small Audience



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



NEVER Oversell a Small Audience



This Creates Desperation



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Sellers Wear Commission Cologne




AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



 AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Sellers Have Beggar's Breath



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™





Buyers Have Confidence Charisma



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Sell From a Position of Power



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Sell from your heels, not your toes



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™

Attraction is...



Reach
Results
Referrals
Resonance
Reputation



Pre-suasion + Persuasion
= Power



Pre-suasion is Delivering Results *in Advance,* Endlessly



The Best **P**resuaders *Prime Their Target Audience's **M**ind in Advance* By...



Educating



Empowering



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Entertaining



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Engaging



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



on...Social Media





ahem...**Business** Media



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Educating:

Insights, Tips, Guides

...to narrow knowledge gaps





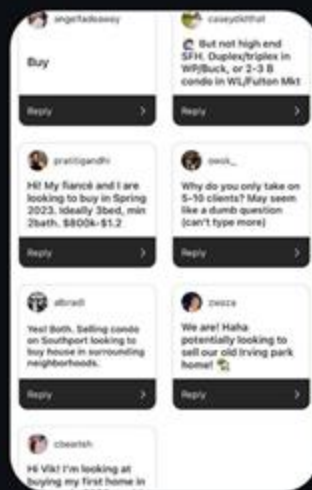
Empowering: Tools and Motivation ...to Take Action



AmirSyed



Yes sir, just generated 7 leads with 1 stories post.



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Entertaining: Authentic and Humanized ...to be Relatable






Engaging

Polls, Quizzes, Questions and Discussions

...to build Community



 AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



All of This Done **Right**:

1. Builds **Trust**

2. Builds **Goodwill**

3. Builds **Familiarity**



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Attention is the **New** Currency



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Attention is POWER



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Nothing Grows *Without* Attention



Nothing Sustains *Without* Attention



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Be Seen, *before*
Known, Liked, Trusted, Loved,
Be Seen, *after*



Your **new CRM** is your
Social Media



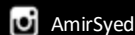
AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Your new **Business Card** is your Social
Media





Your new **Resume** is your
Social Media



Attention Must Have **Intention**



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Attention *with* Intention is *Influence*



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



The Best Pre-suaders Deliver *in Advance*:



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



...so that Your Value Increases
In Advance



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Social Media

Click-to-Close



Email

Inbox-to-Income



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Webinars

Pitch Free-Pitch (virtually)



Public Speaking

Pitch Free-Pitch (in-person)



AmirSyed



Podcast

Listen-to-Lead



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Omnipresent





One to Many



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Drive More **Leads** Than You Can Handle



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Marketing “Fame” is Sales Arbitrage



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Now, you're in the “Buyer's” seat



YOU Pick Who
YOU Want to Serve





Great Marketing is NOT a Cop Out to Selling





If You Ain't **Speaking,**
You Ain't **Selling**



Marketing Feeds Appointments



Appointments **Feed** Sales



Sales Feeds Our Family



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™





Conversions Happen in Conversations



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



It Goes **Down** in the DMs



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



It Goes **Down** in the VVs



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



It Goes **Down** in the FFs



Prospects Need to *Hear **About***
You...



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Prospects Need to *Hear **From*** *You...*



AmirSyed



You Must Be Great At...



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Screen-to-Screen Selling



Voice-to-Voice Selling



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Face-to-Face Selling



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Content-to-Conversation-to-Close



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Enter in...



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™





Persuasion



Always be Opening

Always be Closing



If You Want to Be a Better Closer...



...Be a Better Opener



Sales is sequenced strategic scripting with sensing



Rapid Rapport

DIScovery

Close

4orever Flow



“Hey [Jackie], you are a respected and influential person...

...I am sure that from time to time you get calls from friends, colleagues, or clients asking you for a Realtor recommendation.

Who would you recommend if someone told you they needed a great Realtor?



Marketing & Sales



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Pre-suasion & Persuasion



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Modern Fundamentals



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Build a Large Audience



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Grow a Large Audience



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Attract a Large Audience



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



Monetize a Small Audience



AmirSyed

@GoCoaching.io | ©2024 Go Coaching

GO! COACHING™



To add value,
YOU *must be of Value*



1. Your **Value** Inside
2. Your **Value** Illustration
3. Your **Value** Invitation

